



## “Refresh Your Sprite” with HP Indigo technology

When Coca-Cola Israel decided to run a campaign to refresh its Sprite brand and raise brand awareness, it decided to consult its customers. While consumer market research is a normal practice in brand refreshment, the Coca-Cola team took a wholly different approach: it involved its customers in the design of new Sprite cans.

“Our idea was to involve consumers in the brand campaign in a wholly new way,” said Merav Dvori, category marketing manager at Coca-Cola Israel. “For the first time, customers could really participate and design their own product label. We felt this would elevate interest and generate a new, fresh awareness of the brand.”

The campaign, which was run for four weeks, invited consumers to visit the Refresh Your Sprite website and access elements for a shrink sleeve can design. These elements included shapes, pictures, backgrounds, and visual effects.

Consumers then selected the elements they wanted to use and laid them out on a shrink sleeve template that included Sprite or Diet Sprite branding, bar codes and other required information.

The campaign was supported by advertisements on television, the internet and in the local press which encouraged consumers to visit the website. The campaign attracted submissions from consumers from age 10 to 60 and resulted in more than 100,000 individual can designs.

### Judging the results

There were two levels of judging the results. First, each week the top one hundred designs were chosen by the public. The winning designs were digitally printed by Tadbik Labels Co., of Carmiel, Israel, part of the Tadbik Group, the largest label and packaging printer in

Israel, on HP Indigo press ws4500s, and a case of 24 cans, personalised with the designers’ names, delivered to the designers.

A special exhibition of the weekly winning cans was set up at the Tel Aviv port, a dynamic commercial beach-front site which attracted further attention for the campaign.

The second tier of judging was carried out by a professional panel of industry-leading judges who chose six final winners. These winning designs were put into full production – amounting to more than one million cans - and distributed to retail outlets in Israel where they were available for more than a month.

### Meeting the challenge of innovation

The key part of the initiative was the involvement of thousands of consumers at both the design and judging levels, and then 102,078 discrete designs produced. Printing shrink sleeves for the 400 weekly winners was a challenge that could only be met by digital printing.

The need for short lead times and very short runs made conventional can printing unsuitable for this part of the initiative. Printing shrink sleeves – rather than directly onto the can – not only meant that the designs could be printed digitally, but that there could be a seamless workflow from the designs created on the website through to the printing on the digital HP Indigo press ws4500.

“With a total of 400 winners over the four week campaign period, and only 48 cans of each design produced, the versatility of digital printing was demonstrated,” said Boris Demb, production planning manager, Coca-Cola Israel. “Tadbik and its HP Indigo digital press met the quality that we required as well as the extremely tight production deadlines.”



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Merav Dvori, category marketing manager, Coca-Cola, Israel



When dealing with an international company with extremely high brand requirements, like Coca-Cola, it is especially important quality standards are delivered. “While 48 cans doesn’t sound a lot, the total size of the job was nearly 20,000 shrink sleeves,” said Oded Shany, managing director, Tadbik Labels Co. “In just about every sense, this campaign played to our strengths as well as those of the HP Indigo press ws4500. The campaign was one of those jobs that is especially rewarding since the results enjoyed such a high profile.”

#### Winning results

Tadbik entered its work for this campaign in the 2008 HP Indigo Digital Labels and Packaging Contest and won first prize in the shrink sleeve category. For Coca-Cola Israel the outcome was beyond expectations:

“We were delighted with the results of the campaign in every way,” according to Merav Dvori. “We had a target number of surfers to the website of 2.5 million and attracted about 3.5 million, which is half of the population of Israel! To have more than 100,000 of your consumers take the time to design new cans was also extremely gratifying. It was the first campaign that truly gave consumers a creative input to a leading brand, and actively involved them in the product. Judging by the response, the users seemed to love it!

“We also noted that people had a high regard for the brand and used their designs for special purposes, including an offer of marriage, expressing solidarity with Israel’s kidnapped soldiers, and offering hopes for peace in the region,” Merav Dvori concluded. “These were just some of the wonderful surprises that the campaign generated. We achieved fresh new looks which certainly add power to the brand.”

To learn more, visit [www.hp.com](http://www.hp.com)

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#### Challenge:

To refresh the Sprite brand and involve customers in the process

#### Approach:

Production of consumer-designed cans of Sprite on HP Indigo press ws4500

#### Business Result:

- Campaign 3.5 million visitors to campaign website
- 102,078 designs submitted
- 20,000 cans printed with 400 different designs followed by conventional production run of one million
- A fresh look that adds power to the brand

